

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**  
July 8, 2014  
4:00 – 6:00 p.m.  
AMPAS Pickford Center  
1313 Vine Street, Los Angeles, CA 90028

**Officers and Directors Present**

Carol Massie, President, McDonald's Restaurants  
Fabio Conti, Vice President, Fabiolus Cucina  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Brian Folb, Paramount Contractors  
Chase Gordon, Avison Young  
Melissa Logan, Amoeba Music  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences  
Keith Ragadio, Robertson Properties Group  
Fred Rosenthal, Ametron  
Arthur Stroyman, Kilroy Realty Corporation

**Absent**

Charles Eberly, The Eberly Company  
Kitty Gordillo, Hollywood Wilshire YMCA  
James Haydu, ex-officio member, SEE-LA  
Elva Hernandez, Hudson Pacific Properties  
Katie Seymour, Sunset & Vine

**Consultants**

Ginnie Gallo, Hollywood Property Owners Alliance  
Joe Mariani, Hollywood Property Owners Alliance  
Kerry Morrison, Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance

**Guests**

Travis Davis – CurbStand  
Nicolai Kolesa – CurbStand  
Roland & Amanda Crane – Hollywood Athletic Club

**I. Call to Order**

Carol Massie called the meeting to order at 4:10 p.m.

**II. Public Comment & Introductions**

- **Nicolai Kolesa & Travis Davis** - Kolesa & Davis introduced themselves to the board and spoke about their new start-up company, CurbStand. Based in Beverly Hills, CurbStand will offer consumers attending venues with valet services the opportunity to use their phone to pay and tip the valet as well as have their car waiting for them upon exiting the venue. CurbStand is preparing for their hard launch in September.
- **Roland & Amanda Crane** – The Cranes, new proprietors of the Hollywood Athletic Club, introduced themselves as to the board. The Club is now available for private events – parties, weddings, etc. – large and small. They are able to accommodate 300-500 seated guests or up to 1,000 standing guests. Built in 1924, the building is remaining in the original “Old Hollywood” state. An on-site kitchen facility is available for off-site caterers. Their website is [HistoricHollywoodAthleticClub.com](http://HistoricHollywoodAthleticClub.com).

### **III. Approval of Board Minutes**

The minutes from the June 10, 2014 board meeting were distributed to the board.

**It was moved by Brian Folb, seconded by Elizabeth McDonald, and CARRIED to approve the minutes from the meeting on June 10, 2014. Unanimously approved.**

### **IV. Treasurer's Report – Morrison**

A. **Financial Statements Ending June 30, 2014:** A year-end cash flow statement and detailed monthly statement, prepared by financial manager Jose Gonzalez, was distributed to the board. According to the year-end cash flow statement, the CHC is expected to have about \$89,000 cash-on-hand and \$164,000 in assessment revenue is anticipated to arrive in the next month. Morrison also reported that the accounts at Wells Fargo Bank and staff is in the process of gathering signature cards from each of the officers. Expenses are running at 4.6% under budget.

**It was moved by Chase Gordon, seconded by Melissa Logan, and CARRIED to approve the June 30, 2014 financial statement. Unanimously approved.**

B. **CHC Tax Return:** The board received a copy of the 2013 tax return, prepared by RBZ, which is in conformance with the 2013 financial review approved by the board in May. Morrison noted that by distributing a copy of the return to the board, the organization can acknowledge, in accordance with Sarbanes Oxley, that they have reviewed the return on the Form 990.

**It was moved by Brian Folb, seconded by Michael Pogorzelski, and CARRIED to approve the 2013 CHC tax return. Unanimously approved.**

### **V. COMMITTEE & PROGRAM REPORTS**

A. **Streetscape & Planning Committee - Morrison**

1. **Meeting Date:** The next regular committee meeting will be held July 14, 2014, at 2:30 p.m. in the HPOA office.

2. **Green Vine Project:** As was mentioned last month, staff helped organize a sting operation aimed at identifying the suspect that damaged the 48 trees on Vine Street. Metro Video donated a camera for this purpose and the BID's landscape services contractor, Landsco, donated the tree. Within 36 hours, the tree that was planted, was broken by the suspect. The incident was captured on video, however staff has been advised to establish a "pattern of behavior" to help link the suspect to multiple acts of vandalism, so it is likely that staff will arrange a second sting operation and utilize security dollars in the event the suspect is caught on camera a second time. In the meantime, staff has photographed all 48 trees for the purpose of filing a police report.
3. **Bike Plan Meeting:** Besley attended the June 17, 2014 meeting addressing bicycle lanes on Hollywood Blvd. and Vine Street. The meeting was intended to lay out some of the issues related to installing proposed bike lanes on Hollywood Boulevard and Vine Street.
4. **Transportation Summit:** A summit with the two (2) BIDs is being proposed to discuss transportation issues. Speakers would be brought in to discuss the vision for the future, how to decrease reliance on cars, increase pedestrian activities. Ideas which have been proposed are one-way traffic on Hollywood and Sunset, diagonal parking, close Hollywood Boulevard to all cars, etc.

**B. Security Committee - Morrison**

1. **Discourage Panhandling:** A meeting has been scheduled to craft a plan to discourage panhandling on Tuesday, July 22, 2014 at 10:00 a.m. in the BID office. This is part of the effort to address the high incidence of drinking in public in both BIDs, as alcohol is easy to buy when people give money to panhandlers. An intern has been in the office helping with this project and has been documenting how many individuals are panhandling in several zones in the BID. For example, recently, 14 panhandlers were counted on Vine Street between Hollywood and Sunset. The "donation station" parking meter option will be discussed, as well as how to distribute collected donations. Folb will attend from the Sunset BID.
2. **Tour Operations Summit:** The council office has organized a 10:00 a.m. meeting on July 15, 2014 at the Hollywood Palladium for all tour operators in the Hollywood area. This will be an opportunity for all the rules and regulations involving parking, signs, solicitation, weight limits and licensing to be explained.

**C. Marketing & Communications – Devin Strecker**

1. **Sunset & Dine:** The third annual Sunset & Dine event will take place on October 2, 2014 at the Taglyan Cultural Complex on Vine Street with proceeds benefitting The Center at Blessed Sacrament. The next planning meeting is Thursday, July 10, 2014.
2. **Newsletters:** The current newsletters are back from the printer and ready for distribution. Those on the mailing lists will receive both BIDs newsletters as many of the items are interrelated.

## **VI. Staff Reports**

- A. **Annual All Property Owners Meeting - Morrison:** The All Property Owners Meeting will be held at Emerson College on August 6, 2014, from 4:00 to 6:00 p.m.
- B. **Update on AB2618 - Morrison:** The State Senate will vote on the bill the first week of August.
- C. **Mayor's Parking Task Force - Mariani:** The task force has been divided into two (2) separate groups – Policy & Management – and Mariani is serving on the latter. Group has been focusing on parking fines and tickets, not on issues affecting Hollywood – managing valets and structure parking. He noted that the group is primarily comprised of citizens and is being led by Jay Beeber, of Safer Streets LA.
- D. **BisNow – Mariani:** Mariani reported that a potential BisNow event will be held in Hollywood focusing on office development. He is in talks with the company to see how the BIDs can help with the event and its promotion in the area going forward.
- E. **CHC Mailing List Request – Morrison:** Staff received a request for a BID mailing list from the Palladium Residences. Once the request is submitted in writing, staff will provide a spreadsheet with the contact information gathered from public sources, not proprietary information gathered by the BID Office.
- F. **Meeting with Dr. Lucy Jones – Morrison:** Staff has scheduled a meeting on Wednesday, July 9, 2014 at 3:00 p.m. with seismologist Dr. Lucy Jones focusing on concrete buildings from the 1920s and discussing the concept of an earthquake rating system for Mayor Garcetti. On a related note, Morrison indicated that Millennium Partners had completed their trenching and had found no active faults.

## **VIII. Adjourn**

The meeting was adjourned at 5:12 p.m.

The board will take a hiatus in August and reconvene on Tuesday, September 9, 2014.